PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution **DATE:** September 9, 1988

FROM: Peter M. Gregorio

SUBJECT: Sales Force Performance: Cambridge Distribution and Inventory Program through August 26, 1988

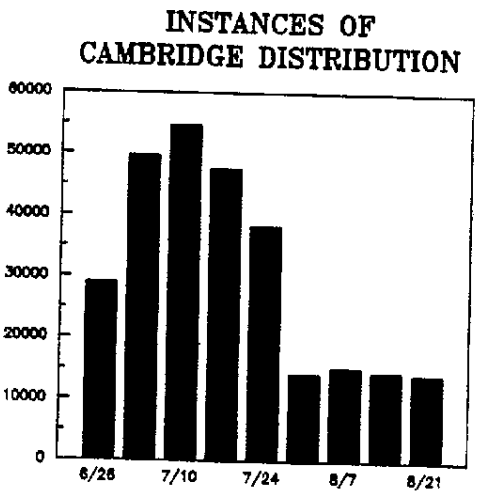
Overall the program during August has continued to build distribution.

The following chart shows the breadth of our distribution. Accounts with five or more packings show an increase of 2% over the previous month, they are up to 82.4%.

CAMBRIDGE DISTRIBUTION BY NUMBER OF PACKINGS
(EFFECTIVE 8-26-88) - BASED ON A CALL UNIVERSE OF 235,403

	ACC'TS WITH 1 PACKING	ACC'TS WITH 2 PACKING	ACC'TS WITH 3 PACKING	ACC'TS WITH 4 PACKING	ACC'TS WITH 5 PACKING	ACC'TS WITH 6 PACKING	ACC'TS WITH 7 PACKING	ACC'TS WITH AT LEAST 1 PACKING
REGION 1	579	689	570	1046	1217	1835	31185	37121
REGION 2	291	373	245	881	880	2071	26736	31477
REGION 3	488	1220	425	1704	1447	3270	27370	35924
REGION 4	454	655	430	782	992	2010	24347	29670
REGION 5	251	567	344	787	901	1676	30547	35073
REGION 6	211	321	227	442	794	898	15339	18232
REGION 7	659	756	303	806	802	1090	18481	22897
NATIONAL	2933	4581	2544	6448	7033	12850	174005	210394
% OF ACC'TS	1.2%	1.9%	1.1%	2.7%	3.0%	5.5%	73.9%	89.4%

You will note that during August we average between 10,000 and 15,000 new instances of distribution per week. This is considerably less than our rate in July, but still a positive result.



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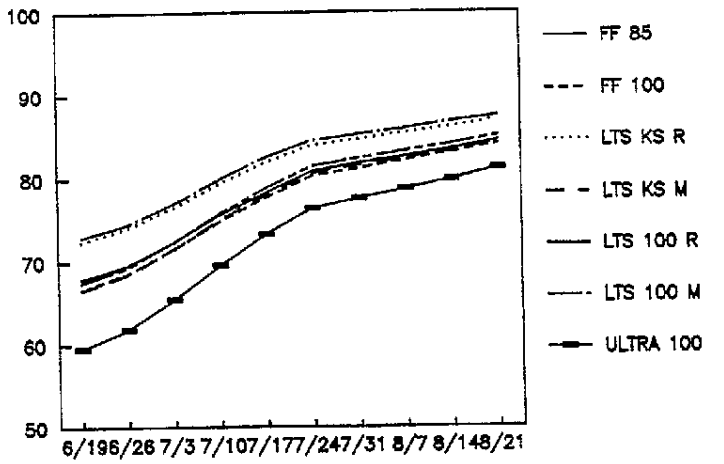
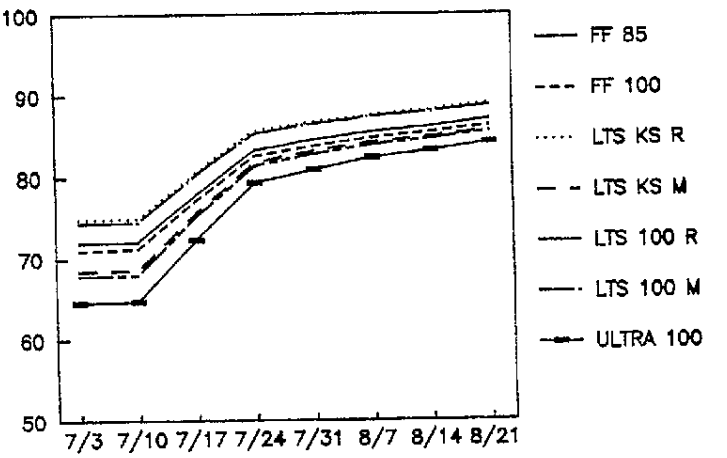
Source: https://www.industrydocuments.ucsf.edu/docs/nycy0004

The national as well as all the region distribution charts are showing gains with regions 1, 2, 5, and 6 averaging between 80% and 90% distribution on each packing.

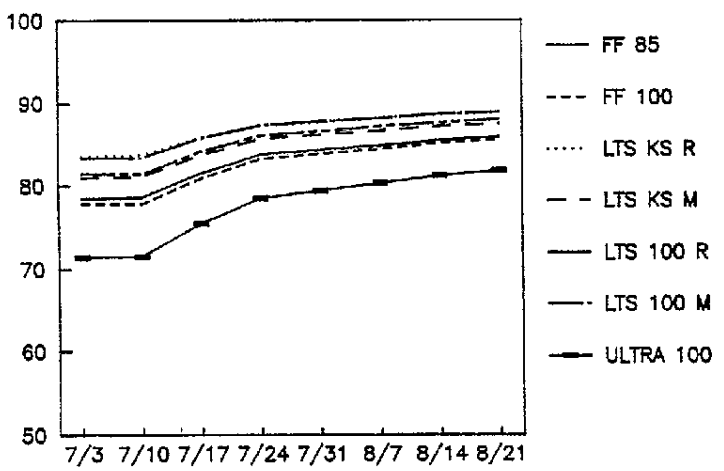
NATIONAL
CAMBRIDGE % DISTRIBUTION



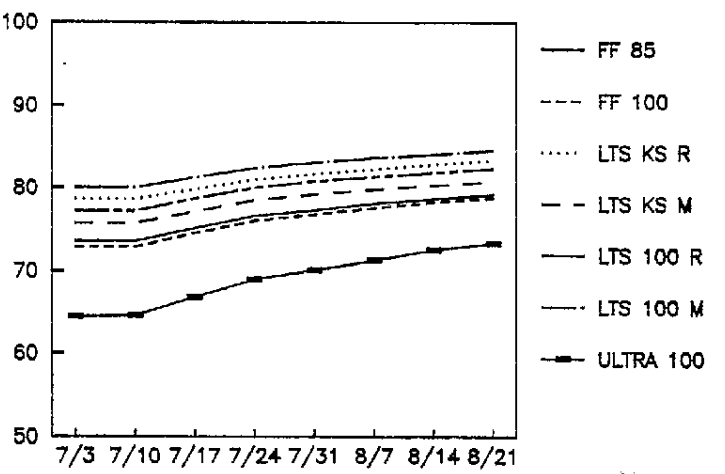
REGION 1
CAMBRIDGE % DISTRIBUTION



REGION 2
CAMBRIDGE % DISTRIBUTION



REGION 3
CAMBRIDGE % DISTRIBUTION



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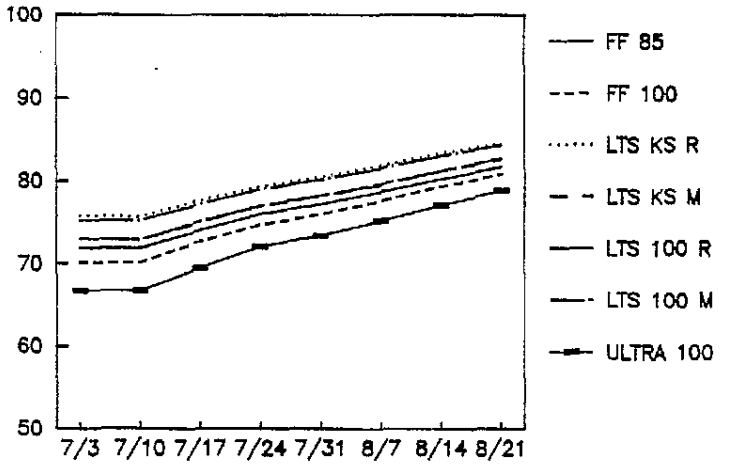
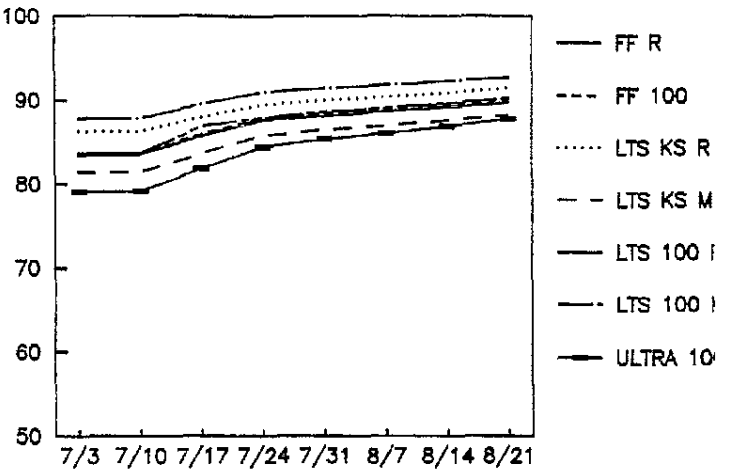
Source: https://www.industrydocuments.ucsf.edu/docs/nycy0004

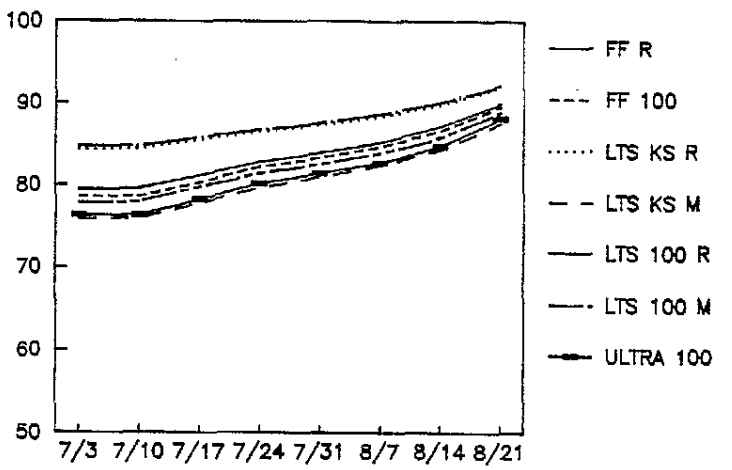
REGION 4
CAMBRIDGE % DISTRIBUTION



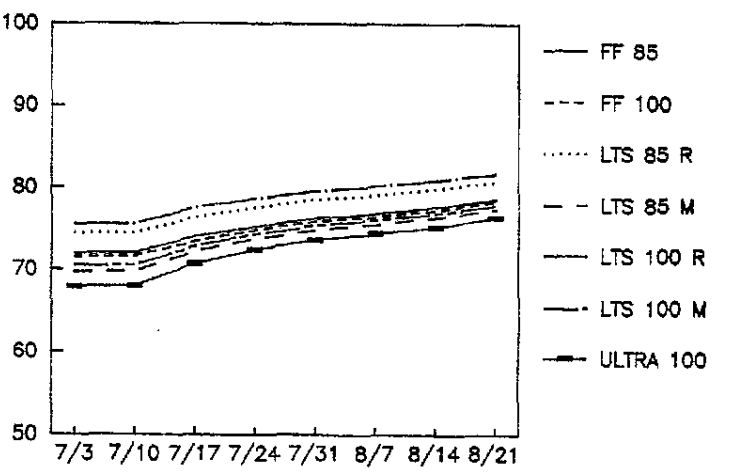
REGION 5
CAMBRIDGE % DISTRIBUTION



REGION 6
CAMBRIDGE % DISTRIBUTION



REGION 7
CAMBRIDGE % DISTRIBUTION



Nationally Cambridge Lts 100's regular continues to show the highest distribution with an 87.5%. The Ultra 100's remains the packing whose distribution has improved the most with a 19.4% gain. The Ultra's overall 81.2% distribution mark remains the packing with the lowest distribution.

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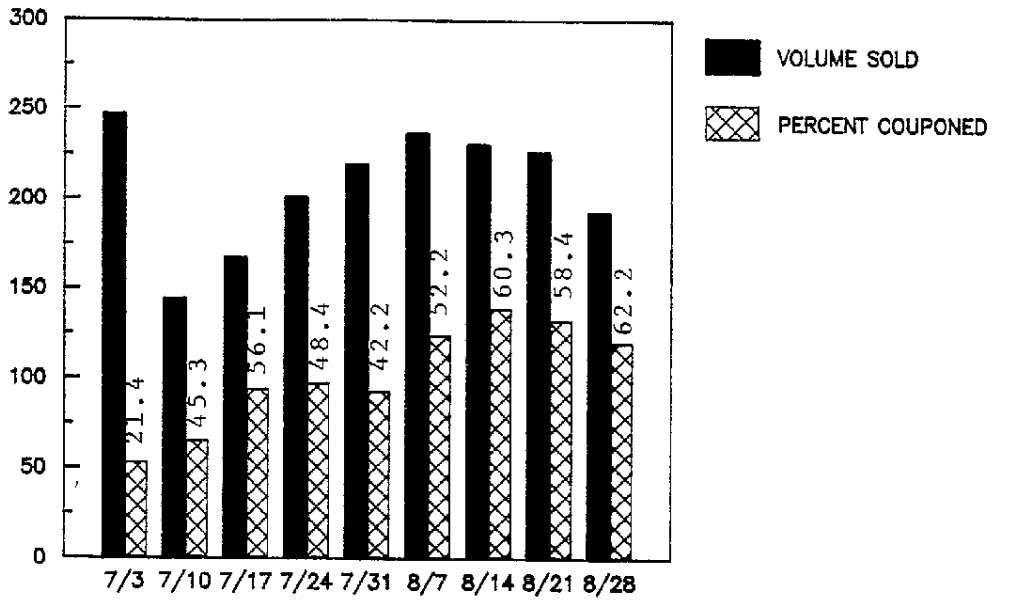
Source: https://www.industrydocuments.ucsf.edu/docs/nycy0004

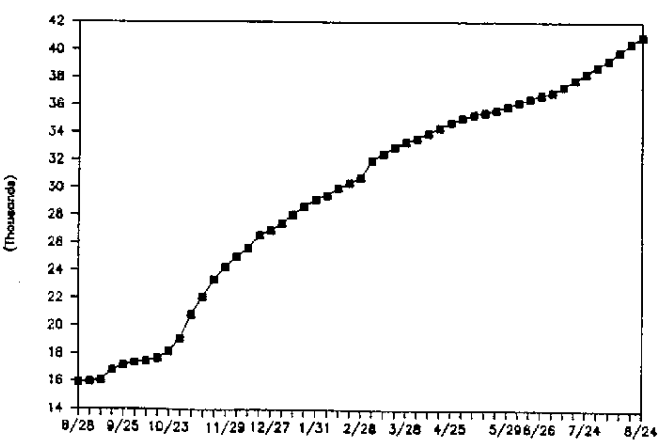
CAMBRIDGE
VOLUME SOLD & % COUPONED



As you can see we have couponed close to 60% of the volume shipped during August.

Since the inception of the Cambridge program we've placed 5810 value center units in 4968 new locations.

4/7 WIDE PM VALUE FIXTURES



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Source: https://www.industrydocuments.ucsf.edu/docs/nycy0004

Reports from the field continue to indicate that the $2.00 coupons and the .25¢ pack coupons are moving product. RJR has responded by introducing a volume incentive program on Doral for their direct customers, and they are matching or overmatching our coupon discounts wherever Cambridge is gaining a competitive edge. These measures on their part indicate that Cambridge is having an impact on sales in the value category.

If you have any questions on this update of the Cambridge program please feel free to contact me or Jean Troupe.

PMG/pam

Distribution

R. Anise
V. Buccellato
D. Dangoor
L. Glennie
R. Mikulay
D. Nelson
B. O'Brien
J. Raporte
S. Sabella
L. Wexler
L. Zinski
J. Zoler

cc: B. Reuter
Region Directors

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Source: https://www.industrydocuments.ucsf.edu/docs/nycy0004